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## BACKGROUND CHARACTERISTICS

### Demographic

Education  
Age  
Sex  
Income  
Race

### Residence

Coastal/Inland  
Land Ownership  
Rural/Urban  
Length of Time

### Political Orientation

Party Membership  
Philosophy

### Information Use

Mass Media  
Interpersonal  
Organizations  
Evaluation

### Support for/Affiliation With

Environmental Groups  
Agriculture  
Fishing  
Recreation

## ATTITUDES FOR PHASE I

### Knowledge and Awareness

Natural Systems  
Policies and Issues  
Agencies and Program

### Severity of Problems

Nature of Concerns  
Causes of Problems  
Consequences/Effects  
Conflicts Between Groups  
Responsibility for Problems

### Management and Policies

Resource Conflicts  
Pollution Control  
Level of Effort Effectiveness

## ATTITUDES FOR PHASE II

### Alternative Management Scenarios

Fairness  
Effectiveness  
Impacts  
Acceptability

### Necessary Actions

Willingness to Pay  
Behavioral Changes  
Information Needed  
Public Policy Changes

**Figure 1. Major Independent Variables (Individual Background Variables) and Dependent Variables (Attitudes)**

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